

## **REMARKS**

In the Official Action mailed on **10 July 2007**, the examiner reviewed claims 1-6, 9-11, 13-17 and 19-31. Claims 1-6, 9-11, 13-17, and 19-31 were rejected under 35 U.S.C. § 103(a) based on Bly et al. (U.S. Pub 2002/0077944, hereinafter “Bly.”), Nakamura (USPN 6,633,873 hereinafter “Nakamura”), and Harris (US Pub. No. 2002/0059204 hereinafter “Harris”).

### **Rejections under 35 U.S.C. § 103(a)**

Independent claims 1, 14, 15, 22, and 23 were rejected as being unpatentable over Bly, in view of Nakamura, and further in view of Harris.

Applicant wishes to point out that embodiments of the present invention **mask the source of information** in the remote search results when presenting the results to the user, thereby preventing the user from purchasing directly from the supplier (page 6, lines 15-19, page 9, lines 19-25 of instant application.) In contrast, both Bly and Harris require passing on details, including actual sources of the search results, to the user. (See Bly, FIG. 14 and paragraph [0146]; and Harris, paragraphs [0012-0013].) Neither Bly nor Harris suggests masking the search results. In fact, Bly and Harris both teach away from masking the results, because these two systems are designed to provide the user as much information as possible.

Accordingly, Applicant has amended independent claims 1, 14, 15, 22, and 23 to clarify that the present inventive system masks the sources of information from the search results to prevent the user from purchasing directly from the supplier. These amendments find support in page 6, lines 15-19 of the instant application. No new matter has been added.

Hence, Applicant respectfully submits that independent claims 1, 14-15, and 22-23 as presently amended are in condition for allowance. Applicant also submits that claims 2-6, 9-11, 13, 26, 29, and 30, which depend upon claim 1, claims 16-21, 27, and 31, which depend upon claim 15, and claims 24-25, and 28 which depend upon claim 23, are for the same reasons in condition for allowance and for reasons of the unique combinations recited in such claims.

### **CONCLUSION**

It is submitted that the present application is presently in form for allowance. Such action is respectfully requested.

Respectfully submitted,

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